


Chapter 2

AI–Driven Marketing on Unleashing the Power of Artificial Intelligence for Enhanced Customer Engagement and Market Insights

T. Shenbagavalli

Jain University, India

D. Deepak

 <https://orcid.org/0009-0004-8493-1474>

Jain University, India

S. Vijayarani

SRM Institute of Science and Technology, India

Sandeep Kulkarni

Jain University, India

S. Ramya

Jain University, India

ABSTRACT

This chapter analyses the impact of artificial intelligence on marketing strategies, customer engagement, and market knowledge. First, we discuss the historical

DOI: 10.4018/979-8-3693-5548-0.ch002

background of applying AI in marketing and then discuss how these technologies are integrated into traditional marketing approaches. This makes it easy for any marketer to understand and consequently pursue various tasks AI facilitates to understand their audience market better. Such uses span from NLP to personalised recommendations and even prediction. The chapter highlights AI's benefits in marketing, including precision, customer experience, and real-time data processing. It also considers the challenges and ethical concerns of using AI, such as algorithmic bias and privacy concerns. We highlight the most efficient AI marketing techniques and briefly summarise insights from perceptive case studies and examples of the best companies. This article will also discuss how AI marketing will build and expand in the future and other aspects, such as new technologies that may arrive and revolutionise the marketing industry.

INTRODUCTION

Artificial intelligence (AI) has changed traditional practices in one way or another in many industries, including marketing, in a few years. These include natural language processing, predictive analytics, and machine learning algorithms. Through AI technology, marketers may get useful information from large data sets. Therefore, it provides an extensive and detailed discussion of the relevance of AI in modern marketing strategies. AI in marketing is a process by which marketers use advanced mathematics and algorithmic techniques to automate, optimise and personalise marketing activities. In an article published on the Internet, Gartner reveals that applications that include customer segmentation, content optimisation, and predictive lead scoring show little hope of becoming an innovation engine in marketing in the next few years. For instance, when using an AI-driven chatbot, the bot can engage in real-time with the clients and make recommendations based on the clients' proclivities and prior conversations (Jones et al., 2019).

Marketing is one of those sectors where artificial intelligence (AI) is increasingly being implemented to revolutionise the field. AI can answer consumer behavior, market trends, and operational efficiencies, leading to better organisational performance. It may help advertisers design better products, provide more relevant advertisements, and comprehend the data patterns of the target viewers. Thus, organisations may sustain their competitiveness in increasing data complexity by applying AI to enhance and streamline marketing processes. AI has higher possibilities of accumulating and growing revenues through enhanced parsing and recognition of more data, positive future trends prediction, and individual approaches to the customers. Marketing intelligence systems with the use of Artificial Intelligence may provide timely information on customer behaviours and market conditions, perform tasks

14 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/ai-driven-marketing-on-unleashing-the-power-of-artificial-intelligence-for-enhanced-customer-engagement-and-market-insights/366504

Related Content

M-Commerce Market Development Scenarios in Korea: Focus on Changes and Their Mega Trends

Seung Baek (2008). *Global Mobile Commerce: Strategies, Implementation and Case Studies* (pp. 286-300).

www.irma-international.org/chapter/commerce-market-development-scenarios-korea/19265

Determinants of the Acceptance of Mobile Payment Systems by E-Merchants

Daniel Modyskiand Wojciech Cellary (2022). *Journal of Electronic Commerce in Organizations* (pp. 1-23).

www.irma-international.org/article/determinants-of-the-acceptance-of-mobile-payment-systems-by-e-merchants/286777

From Inception to Implementation: Evaluating the Impact of Goods and Service Tax on Indian E-Commerce Industry – A Critical Comment

Garima (2018). *Internet Taxation and E-Retailing Law in the Global Context* (pp. 123-141).

www.irma-international.org/chapter/from-inception-to-implementation/199944

E-Government Service Delivery Performance: An Adaptation of the Balanced Scorecard to the Public Sector

Aisson Lawson-Body, Jared Keengwe, Laurence Mukankusi, Abdou Illiaand Glen Miller (2008). *Journal of Electronic Commerce in Organizations* (pp. 11-28).

www.irma-international.org/article/government-service-delivery-performance/3509

The Strategic Importance of E-Commerce in Modern Supply Chain

Peter R. Gibsonand Janet Edwards (2004). *Journal of Electronic Commerce in Organizations* (pp. 59-76).

www.irma-international.org/article/strategic-importance-commerce-modern-supply/3436